

1 of 2

Last Received: 10/24/2012 9:12 AM

Showing Buylines: All Lines

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	7A-9A		:30	\$1,350.00	10/22-10/26	2	1	2	\$2,700.00	
		Buyline Comment: TODAY SHOW										
	2	M-F	5P-530P		:30	\$1,500.00	10/22-10/26	2	1	2	\$3,000.00	
		Buyline Comment: NEWS										
	3	W	11P-1135P		:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
		Buyline Comment: NEWS										
	4	M	11P-1135P		:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
		Buyline Comment: NEWS										
	5	SA	8A-10A		:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
		Buyline Comment: SAT TODAY										
	6	SU	8A-9A		:30	\$1,600.00	10/28-10/28	1	1	1	\$1,600.00	
		Buyline Comment: SUN TODAY										
	7	M-F	2P-3P		:30	\$300.00	10/22-10/26	2	1	2	\$600.00	
		Buyline Comment: RACHAEL RAY										
	8	M-F	3P-4P		:30	\$400.00	10/22-10/26	3	1	3	\$1,200.00	
		Buyline Comment: DR OZ										
	9	M-F	4P-5P		:30	\$550.00	10/22-10/26	3	1	3	\$1,650.00	
		Buyline Comment: ELLEN										
	10	M	7A-9A		:30	\$1,350.00	10/29-10/29	1	1	1	\$1,350.00	
		Buyline Comment: TODAY SHOW										

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .STAND UP FOR DEMOCR

Product STAND UP FOR DEMOC.

Estimate#

Buyer CHRIS WERNER

Phone#

Fax#

Agency () LUC, INC.

25 WHITLOCK PLACE, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E

Flight Dates 10/22/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

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Salesperson () DAVID HAY

Salesperson Phone# 404-443-2155

Salesperson FAX# 404-935-0683

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	M	5P-530P		:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
			Buyline Comment: NEWS									
	12	M	2P-3P		:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
			Buyline Comment: RACHAEL RAY									

---REPORT TOTALS---

Report Totals: 19 / \$18,100.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$13,450.00

Nov 12: 4 / \$4,650.00

Sales Totals: 19 / \$18,100.00

Station Totals: 19 / \$18,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$50,278	CATV	0%	WOOD	36%	WOTV	6%	WWMT	30%	WXMI	5%
		WXSP	0%	WZPX	0%	WZZM	23%				

---COMPETITIVE COMMENTS---

SHARES EST.

Books NOV11

Demos RA25+

--- CREDIT RISK ---

CASH IN ADVANCE